

TO: ENERGY STAR® Partners

FROM: Jill Abelson, Environmental Protection Agency

RE: ENERGY STAR **Change** Campaign Materials

DATE: March 4, 2002

Please join the Environmental Protection Agency (EPA) and the Department of Energy (DOE) in a new public awareness campaign to raise awareness on the benefits of ENERGY STAR. This public awareness campaign, called **Change**, highlights how each individual can help change the world through the energy decisions they make for themselves and their families. The campaign also shows that looking to ENERGY STAR will provide consumers with energy efficient solutions. **Change** is comprised of high impact television, radio, print and online public service advertisements (PSAs), and is endorsed by the Ad Council. The **Change** campaign targets the following media outlets:

- ~~///~~ The top 150 television markets;
- ~~///~~ More than 5,000 daily and weekly newspapers;
- ~~///~~ National consumer and trade magazines, and;
- ~~///~~ 35 national radio networks and more than 1,000 English and Spanish-language radio stations.

A simple, but powerful way to take part in the **Change** campaign is by educating your employees about what they can do at work and at home to reduce energy waste. We encourage you to promote energy efficiency by using the **Change** materials as outreach and educational tools. Some of the photographs and other copyrighted materials may only be used for limited distribution or purposes, and partners will need to obtain approval to distribute the materials in some cases. The process may take some time and approval from rights holders is not guaranteed. Enclosed with this memo you will find the **Change** PSA usage parameters information as well as the following electronic and VHS copies of the **Change** campaign materials:

- ~~///~~ Sample copies of the five (5) **Change** product brochures;
- ~~///~~ 1 CD containing the high quality artwork for all 5 **Change** product brochures;
- ~~///~~ 1 CD containing the **Change** radio public service announcements (PSAs);
- ~~///~~ 1 CD containing the **Change** print PSAs;
- ~~///~~ 1 VHS copy of the **Change** television PSAs;
- ~~///~~ 1 Hard copy of the ENERGY STAR logo use guidelines; and,
- ~~///~~ 1 CD containing the ENERGY STAR logos and an electronic version of the logo use guidelines.

We hope that you can join us in spreading the word for **Change** — one that is already leaving a lasting and positive effect on our environment. We look forward to working with you!

**ENERGY STAR *Change* Public Awareness Campaign**  
**USAGE PARAMETERS**

**A. *Change* Product Brochures:**

**1. Co-Brand:**

- ~~✍~~ ENERGY STAR partners may co-brand and print the current design of the ***Change*** brochures and distribute them in stores, in meetings, at trade shows, at events, via direct mail, etc.
- ~~✍~~ ENERGY STAR partners may remove the EPA mailing address from brochure back mailing panel and use that panel to place their logo and co-branded message. They should use language that shows their partnership with EPA and DOE, i.e. *“This information is brought to you by [partner name] in partnership with the US Environmental Protection Agency and the US Department of Energy.”*
- ~~✍~~ ENERGY STAR partners may not, however, use the individual images for their own purposes, such as on their Web site, in other non-***Change*** brochures, or other collateral materials.

**2. Printing:**

- ~~✍~~ When printing the ***Change*** brochures, ENERGY STAR partners must maintain the appearance that brochures are EPA and DOE products, and they may not remove the “US Environmental Protection Agency” and/or “US Department of Energy” on the front panel of the brochures when printing these brochures.

**3. Direct Mail:**

- ~~✍~~ Partners may use the ***Change*** brochures for direct mail purposes.

**B. *Change* Television PSAs:**

**1. Internal Use of PSA:**

- ~~✍~~ Partners and certified non-profits, may air the Public Service Announcements (PSAs) spots internally – in stores, in meetings, at trade shows, and in lobbies without prior approval, as long as the spots remain unchanged.

**2. Co-Brand:**

- ~~✍~~ Certified non-profits may co-brand, distribute and air the TV PSAs in their own markets without securing waivers so long as the following criteria are met: (1) the spot remains unchanged, (2) the non-profit submits airing summaries to EPA, (3) the air time is donated (non-paid media space), and (4) the ENERGY STAR logo remains on the spot. Additionally, the organization’s logo and/or name should appear at the end of the spot.
- ~~✍~~ Certified non-profits must obtain waivers from EPA, the Screen Actors Guild (SAG), the music publishers and Nanci Griffith if airtime is purchased for TV PSAs.
- ~~✍~~ Private industry partners must obtain approval from EPA, SAG, music publishers and Nanci Griffith, to co-brand, distribute, and air PSAs in their own markets. Partners will incur usage fees from SAG, music publishers, and Nanci Griffith.

**3. *Change* Music Track:**

- ~~✍~~ With approval from EPA, SAG, music publishers and Nanci Griffith, non-profits may use the ***Change*** music track or composition for their own, independent PSA TV spots airing in their markets with their

sponsorship tag (not co-branded). This will be viewed as a new spot and will incur additional charges from SAG, music publishers and Nanci Griffith.

- ✍ After obtaining approval from EPA, music publishers and Nanci Griffith, partners may use the **Change** music track or composition for their own, independent TV spots for commercial (paid media) airing in their markets with their sponsorship tag (not co-branded). This independent paid spot will be viewed as a new spot and will incur additional charges from SAG, music publishers and Nanci Griffith.

### **C. Change Radio PSAs:**

#### **1. Internal Use of PSA:**

- ✍ Partners and certified non-profits may air the **Change** radio spot internally — in stores, in meetings, at tradeshows, in lobbies — without prior approval, as long as the spots remain unchanged.

#### **2. Co-Brand:**

- ✍ Certified non-profits may co-brand and distribute the radio spots for PSA airing in their markets without securing waivers so long as the following criteria are met: (1) the spot remains unchanged, (2) the non-profit submits airing summaries to EPA, (3) the air time is donated (non-paid media space), and (4) the ENERGY STAR tag remains on the spot.
- ✍ Certified non-profits must obtain waivers from American Federation of Television and Radio Artists (AFTRA), Andie McDowell, Nanci Griffith, and the music publishers if airtime is purchased.
- ✍ After obtaining approval from EPA, AFTRA, music publishers, Nanci Griffith and Andie McDowell, private-industry partners may co-brand and distribute radio spots for PSA airing in their markets. This will be viewed as a new spot and will incur additional rights charges from AFTRA, the music publishers, Nanci Griffith, and Andie McDowell.

#### **3. Change Music Track:**

- ✍ After obtaining approval from EPA, AFTRA, music publishers, and Nanci Griffith, non-profits may use the **Change** music track or composition for their own, independent PSA radio spots and/or commercial (paid airing) radio spots for airing in their markets, with their sponsorship tag (not co-branded). This will be viewed as a new spot and will incur additional charges or commercial fees usage from AFTRA, music publishers and Nanci Griffith.
- ✍ After obtaining approval from EPA, AFTRA, music publishers and Nanci Griffith, partners may use the **Change** music track or composition for their own, independent PSA radio spots and/or commercial (paid airing) radio spots for airing in their markets, with their sponsorship tag (not co-branded). This will be viewed as a new spot and will incur additional charges from AFTRA, music publishers and Nanci Griffith.

### **D. Change Print PSAs:**

#### **1. PSA Distribution:**

- ✍ After obtaining approval from EPA, ENERGY STAR partners may distribute the six (6) print PSAs in their local markets, regionally or nationally. Whether securing paid or non-paid media space, a partner may distribute the PSA without incurring usage or rights fees, as long as they remain unchanged.

#### **2. Co-Brand:**

- ✍ ENERGY STAR partners may co-brand the print PSAs and run them in either paid or non-paid space. A partner may not use these images for their own advertising or promotions, unless they pay for the rights to use them. Non-partners must purchase the rights for the use of the images in any situation.

### 3. Print PSA Images:

- ✂ The background images in all the print PSAs may be used for one (1) year (from October, 2001 to September, 2002) in U.S.-based consumer and trade magazines and newspapers. International marketing is prohibited.
- ✂ All the print PSAs may be used in other subscription based publications, so long as the space secured is “advertising space.”
- ✂ Partners may not “pull apart” or use only portions of the print PSAs in their own ads in their local markets without incurring rights and usage fees. If a partner creates its own advertising or marketing using some of the images from the ENERGY STAR **Change** print PSAs, they must purchase the rights and usage.

If you would like to know more about the **Change** campaign or have further questions on the usage parameters for the **Change** materials, please contact Susanne Rivera at D&R International, Ltd. (phone: 301-588-9387, or email: [sbrivera@drintl.com](mailto:sbrivera@drintl.com)) or Jill Abelson at US EPA’s ENERGY STAR Program (phone: 202-564-8966, or email: [Abelson.jill@epa.gov](mailto:Abelson.jill@epa.gov)).